

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

Claims 1-73. (Canceled)

74. (Currently Amended) A system for presenting customized information at an electronic commerce site, comprising:

a database in a computer system storing information relating to products offered by a vendor at an electronic commerce site;

an administrative application that executes on a computer to provide ~~provides~~ an administrator with an interface to view said information relating to said products and to store in said database configuration data that defines a custom store that provides customers with at least one of a restricted set of said products ~~and/or~~ and non-standard pricing for said products; and

a custom store application that executes on a computer and that is responsive to a request for access to said electronic commerce site to determine whether said request originated from a predetermined host, and for ~~dynamically~~ generating and returning a custom store page based upon said configuration data in response to said request for access, if the request originated from said predetermined host.

75. (Currently Amended) The system of claim 74, wherein said custom store application makes said determination by examining a referrer header field in an HTTP request URL designating said electronic commerce site.

76. (Currently Amended) The system of claim 74, further including a reconciliation application that determines whether said configuration data includes information relating to products that ~~have become obsolete~~ are no longer available from said vendor, and provides notification to the administrator if such information is included in the configuration data.

77. (Previously Presented) The system of claim 74, wherein said database stores standard prices for said products and said configuration data includes discount pricing information, and wherein said custom store application automatically calculates discounted prices from said stored standard prices for display on said custom store page.

78. (Previously Presented) The system of claim 74 wherein said database stores configuration data for a plurality of different custom stores, and wherein said custom store application selects configuration data that is associated with said predetermined host to generate and return said custom store page.

79. (Previously Presented) The system of claim 78 wherein said request includes an identification of the custom store to be selected.

80. (Previously Presented) The system of claim 79 wherein said identification is contained in a referrer header field of the request.

81. (New) A method for presenting customized information at an electronic commerce site, comprising the following steps:

storing information in a computer database relating to products offered by a vendor at an electronic commerce site;

displaying said information relating to said products on a computer interface;

storing via said interface, configuration data in said database that defines a custom store that provides customers with at least one of a restricted set of said products and non-standard pricing for said products; and

in response to a request for access to said electronic commerce site, determining whether said request originated from a predetermined host, and generating and returning a custom store page based upon said configuration data if the request originated from said predetermined host.

82. (New) The method of claim 81, wherein said determination is performed by examining a referrer header field in an HTTP URL designating said electronic commerce site.

83. (New) The method of claim 81, further including the steps of determining whether said configuration data includes information relating to products that are no longer offered by said vendor, and providing notification via said interface if such information is included in the configuration data.

84. (New) The method of claim 81, wherein said database stores standard prices for said products and said configuration data includes discount pricing information, and further including the step of automatically calculating discounted prices from said stored standard prices for display on said custom store page.

85. (New) The method of claim 81 wherein said database stores configuration data for a plurality of different custom stores, and further including the step of selecting configuration data that is associated with said predetermined host to generate and return said custom store page.

86. (New) The method of claim 85 wherein said request includes an identification of the custom store to be selected.

87. (New) The method of claim 86 wherein said identification is contained in a referrer header field of the request.